



CITY PARK
CONSERVANCY

REQUEST FOR PROPOSALS
Master Planning Services



REQUEST FOR PROPOSALS

Instructions to Responders

I. Introduction

City Park Conservancy (CPC) is seeking responses for Master Planning Services as described in this document. CPC is the 501(c)3 non-profit corporation that manages and oversees the day-to-day operations of New Orleans City Park (“City Park”) a 1300-acre public park in New Orleans, Louisiana, founded 170 years ago. The nonprofit was formed to oversee the park on behalf of the 130-year old City Park Improvement Association, a state agency.

Prior to the formation of the Conservancy, City Park Improvement Association was not able to fundraise due to its status as a state agency, tabling an important financial resource for the Park. Moving to an operational nonprofit was a critical step before City Park Conservancy embarks on a new master planning process.

The Master Plan process will foster an innovative re-envisioning of the Park, grounded in serving the greater good, addressing diverse community needs, deepening the historical and cultural context, improving environmental resiliency, and creating a dynamic and enduring sense of place. Implementation of the Plan will be supported by a capital campaign.

City Park Conservancy is now seeking an experienced and highly regarded firm to lead the Master Planning process and create a bold plan for City Park’s future, grounded in its unique setting and history, and in the needs of the community. The successful firm will have a strong background in public parks, recreation, ecological sciences, disaster recovery and resiliency, park operations, and planning and design services.

II. Timeline

Request for Proposals (RFP) Release:	February 13, 2023
Statement of Interest Deadline:	March 17, 2023
RFP Questions Deadline:	March 24, 2023
Responses to Questions Sent Out:	April 3, 2023
Responses Due:	April 14, 2023
In-person Interviews for Qualifying Firms:	May 1-12, 2023
Final Selection:	May 22, 2023



III. Response

Respondents should include in their Responses the submittal requirements as set forth in Exhibit A. Responding to this RFP does not guarantee work or a contract. CPC will award the contract in its sole discretion, guided by a selection committee. All Responses are due by **12:00pm CST on April 14, 2023** and may be submitted in any of the methods listed below.

Mail: Attention: Cathy Hoffmann, Purchasing Manager
City Park Conservancy
1 Palm Drive
New Orleans, LA 70124
***if sending by mail, provide 5 copies and a flash drive with an electronic copy*

Email: choffmann@nocp.org

Hand Delivery: Responses should be presented in a sealed envelope with the project name listed.
***if delivering by hand, provide 5 copies and a flash drive with an electronic copy*

If interested in submitting a proposal for Master Planning Services, please contact Cathy Hoffmann at choffmann@nocp.org by the Statement of Interest deadline of March 17, 2023. All RFP Questions should be submitted to Cathy Hoffmann at choffmann@nocp.org by the deadline of March 24, 2023. CPC will endeavor to provide as much information as possible to assist in responding to this RFP, but lack of available information from CPC will not be counted against any respondent.

Any costs, including travel, incurred by respondents in preparing or submitting a RFP for the Project shall be the respondent's sole responsibility.

IV. Contract

The selected respondent will enter into a planning and design services agreement with CPC. The contract is expected to be in effect for eighteen (18) months with a renewal option based on mutual agreement of both parties.



V. Scope of Work

The Master Plan shall address community interaction, preserve open space, protect natural resources, protect historic and archeological resources, and provide opportunity for innovation, economic impact, health and wellness, education, art, and cultural expression.

It should address each of the Park's unique attractions including the Amusement Park, the Botanical Garden and the Oscar J. Tolmas Center, City Putt, tennis, golf, City Bark, Tricentennial Mall, golf ranges, urban forestry, waterways, stadia and athletic facilities, traffic and parking management, wildlife habitat, historical components such as WPA-era bridges and shelters, event infrastructure, stormwater management, emergency management, park programming, site furnishings, and signage and wayfinding.

The Plan should be grounded not only in environmental resiliency, but also financial resiliency. To ensure the long-term care of current amenities and future projects, it should also include a corresponding Operations and Maintenance (O&M) Manual. The Manual should address future management practices, address future staffing, and include phased cost projections of both capital and operational costs associated with implementing and maintaining the Plan and its elements.

Community engagement will be at the center of the planning process. The selected consultant will lead a series of community meetings and focus groups throughout the area to receive feedback and input, and to inform design. This process will prioritize outreach to underrepresented communities.

While the consultant will primarily work with CPC staff, there will be periodic presentations to the Park's two boards: City Park Conservancy (CPC) and the City Park Improvement Association (CPIA), and with CPC board committees. The consultant will assist with final approval of the Plan by each board. It is anticipated that it will take 18 months from launch until the passing of the Plan. Additional information on the scope of work can be found in Exhibit B.

VI. Background Materials and Plan

City Park has limited hard data and has accommodated this by anticipating that the planning process could take up to 18 months to allow for necessary studies and research. Respondents should assume they will need to create baselines for areas of need.



VII. Proposals

Respondents shall have significant experience with designing urban parks, particularly large parks and greenspaces. The team should have experience in amusement park design and management, botanical garden design and management, athletic fields, and extensive experience in improving park resiliency.

The firm will be chosen in CPC's sole discretion. Selection will not be made on basis of fee but on the proposal of the respondent. The choice will be informed by comparable past experience, design abilities, methodology, and commitment to public engagement and input.

VIII. Fees and Invoicing

Please outline the proposed remuneration as detailed on Exhibit A. Include any fees for travel that are anticipated during the contractual engagement.

IX. Proprietary or Confidential Information

Respondents are asked to clearly mark any portion of the Response deemed to be confidential or containing proprietary information. CPC will maintain the confidentiality of all materials marked as such in accordance with and subject to the laws of the State of Louisiana.



Exhibit A

Submission Details

1. Experience & Proposals of the Firm:

- a. Provide a summary and photo documentation of firm's recent experience. Provide press coverage, if applicable.
- b. Provide a narrative describing the firm's project approach.
- c. Explain ability to meet timelines and integrate this project into the firm's present workload.
- d. Outline research and design phases and indicate required levels of interaction with City Park staff, including review and response times.
- e. Disclose any information that may pose an actual conflict of interest in providing these services or give the appearance of a conflict of interest.
- f. Describe approach to engaging in equity-driven public participation, including engagement and input techniques used, and the methods used for analysis and incorporation of the public's input throughout the planning and design process.
- g. Describe how environmental resiliency will be incorporated throughout the planning process and in the recommendations.

2. Methodology and Knowledge of Urban Park Master Planning:

- a. Describe similar projects conducted for parks of similar size to the City Park. Please include knowledge of urban park master planning and best practices in the examples. Clearly outline your approach to such services.

3. Proposed Key Personnel:

- a. List key personnel to be utilized for this project and provide resumes for such individuals. Discuss the experience/expertise of the proposed key personnel in providing the scope of services described. Information about these individuals should describe projects for which they acted as project manager, or in performing tasks and functions associated with the scope of work. Identify who will be attending meetings, who will be leading meetings and who will be leading the design process.
- b. List subcontracting firms to be included on the project team and their respective roles. Include location of the firm headquarters, background, experience and credentials. Include anticipated hours required from each firm.



- c. Includes firm's approach to including MWBE/DBE firms, meeting MWBE/DBE goals, and building capacity in the MWBE/DBE community.

4. Pricing:

- a. Provide a detailed outline of fees for proposed scope of work.
- b. Outline and provide costs for any anticipated travel.
- c. Include estimate of task hours and costs for each subconsultant.
- d. Provide billing levels for each level of personnel.
- e. Address any other costs CPC should anticipate.

5. References:

- a. Please provide at least three (3) references from comparable projects. Include names, email, and telephone numbers of previous clients with a description of the type of project completed, the time frame for the process, and the date completed. Provide letters of reference from previous clients, if available.



EXHIBIT B

SCOPE OF WORK

The scope of work to be provided by the consultant includes the following:

Market Study

Consultant shall provide a report with market analysis and projections to inform meeting the current and future needs of New Orleans residents and regional visitors. Building on material being developed as part of the New Orleans Citywide Parks Master Planning effort, the report should include:

- Demographic, market and geographic information to adequately measure participation, and interest in City Park and its programming and facilities.
- A summary of national and local trends, opportunities, and challenges in the field of large urban parks and recreation.
- A City Park programming and inventory assessment including evaluation of current condition, service level, lifecycle costs and user analysis.
- Public and private recreation use within New Orleans and Jefferson Parish, including but not limited to:
 - Parks/greenways, nature preserves, etc.
 - Sports facilities and use
 - Recreational programming
- Analyze regional park amenities within a 50-mile radius of City Park.
 - Determine current or potential duplication of regional efforts
 - Identify gap areas
 - Provide analysis of both demand and needs
- Provide a revenue/fee analysis for existing and possible facilities, programs and services as compared to similar regional offerings,
 - Assess current fees, and develop recommendations for pricing balancing income opportunities against barriers to participation

Public Engagement Plan

Public engagement shall be inclusive of New Orleans' diverse communities with a focus on current Park users, as well as marginalized communities including residents with language barriers, limited



access to technology, youth and age diversity, communities of color, immigrant communities, LGBTQ+ communities, and economically disadvantaged residents. Engagement should also include onsite Park partners such as New Orleans Museum of Art, Equest Farms, Bayou District Foundation, Christian Brothers School, and the Louisiana Children’s Museum. Multiple platforms for input should be provided to facilitate participation.

The Plan shall include a description of all outreach activities and efforts, noting how each integrates with the planning process. The process will be supported by the City Park public relations team. Minimum requirements for public engagement include:

- Communications asset creation such as social media messaging, flyers, etc.
- Online survey(s) that shall enable meaningful and far-reaching public involvement.
- Five (5) to ten (10) public meetings, including facilitation and material development.
- Multiple focus groups to better understand how the Park can better serve the community.
- A strategy for engaging diverse communities specifically addressing language barriers and limited access to technology and transportation.
- Consultant should provide a final report summarizing efforts and findings including public interests, desires, expectations and priorities for the future, including the public’s willingness to fund expanded facilities, projects, programs and services.

Master Plan Development

- Assess delivery of existing athletic services to determine a more streamlined customer and operational experience.
- Determine need for construction or redevelopment of indoor and outdoor facilities. additional recreational and programmatic amenities, and potential relocation/co-location of existing resources.
- Determine new programming types and frequency as informed by the market study and public input. Determine if any programming or asset should be retired.
- Become familiar with current large- and small-scale event structure, ensuring appropriate event infrastructure in the Plan.
- Assess cultural and historic aspects of the Park and develop a ‘storytelling plan’. Plan for long-range use and care of historical assets.
- Document easements, servitudes, and other regulatory and zoning requirements applicable to the Park.



- Survey and assess existing site conditions, including utilities. Some infrastructure is past end of useful life and may affect design costs.
- Include an existing tree inventory and develop forestry management plan and planting plan that corresponds to the final design.
- Plan for waterway and lagoon system, drainage issues, and hydrology.
- Analyze traffic, parking, public transportation, circulation, and multimodal access with an eye to future programming and to the carrying capacity of activated areas.
- Develop environmental resiliency initiatives and improved ecosystem services. Integrate green infrastructure / low impact development options.
- Identify opportunities to encourage biodiversity and habitat.
- Find creative solutions to enhance safety and security.
- Assess how the Park can support recovery efforts from natural disasters, including space planning for supporting broad-scale recovery efforts.
- Incorporate maintenance practices and service delivery including improving functionality of maintenance yards and satellite support areas.
- Determine recommended phasing of master plan improvements.

Final Plan

The final plan will reflect overall goals of increasing equitable access, improving the Park user experience, and strengthening environmental resiliency. It should elevate City Park to one of the nation's premier urban parks. It should include renderings of the entire Park, elevations, circulation and parking, sections and perspectives, rendered as needed to illustrate the plan's conceptual design. It should include an overview of the master planning process. A cost opinion for the developing the plan and a maintenance cost opinion for plan amenities as well as site features such as landscape plantings, trees, turf, drainage structures, green infrastructure and traditional infrastructure, amenity operations, etc. should be included. Specifically, it will include:

- I. Executive Summary
- II. Project Background
 - a. Planning Process
 - b. Market Study
 - c. Public Input Report
- III. Site Analysis
 - a. Existing Land Use
 - b. History



CITY PARK

CONSERVANCY

- c. Ecology
- IV. Park Design Standards
 - a. Materials
 - b. Lighting
 - c. Fencing/Bollards
 - d. Shelters
 - e. Signage and Wayfinding
 - f. Site furnishings
- V. Master Plan Design
 - a. One-page Plan and Multiple Renderings
 - b. Parking and Circulation
 - c. Trail Systems
 - d. Forestry and Plantings
 - e. Stormwater Plan
 - f. Maintenance Yard(s)
 - g. Lagoons and Waterways/Hydrology
 - h. Fountains and Bridges
 - i. Detailed Plans for Park Amenities
 - i. Tricentennial Mall (Peristyle, City Putt, Great Lawn, Timken Center)
 - ii. Old Oaks
 - iii. Amusement Park
 - iv. Botanical Garden
 - v. Event Spaces (Pavilion of the Two Sisters, Arbor Room, Timken Center, etc.)
 - vi. Sports Fields and Stadia
 - vii. Festival Grounds
 - viii. Golf
 - ix. Roosevelt Mall
 - x. Wisner Tract and Couturie Forest
 - xi. Park Entrances
 - xii. Maintenance Yard(s)
 - xiii. Old Maintenance Corral
 - xiv. Big Lake
 - xv. Bayou St. John



CITY PARK

CONSERVANCY

- j. Appendices
 - i. Cost Projections
 - 1. Capital Costs
 - 2. Maintenance Costs and Income Opportunities
 - 3. Useful Life Projections
 - ii. Existing Conditions Survey
 - iii. Ecological Restoration Plan
 - iv. Forestry Management Plan
 - v. Planting Plan
 - vi. Master Plant List
 - vii. Operations and Maintenance Plan



EXHIBIT C

WHO WE ARE

OUR MISSION

Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most iconic park. The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits—as evidenced by more than 16 million visits each year. In addition to offering an array of recreation and cultural amenities, City Park Conservancy is committed to preserving natural habitats and biodiversity in the Park:

- The Botanical Garden is home to more than 2,000 varieties of plants
- The thirty-acre Couturie Forest has eight distinct ecosystems
- Birder's World Magazine named City Park the best birding spot in New Orleans with more than 280 bird species sighted
- Through volunteer efforts of citizen scientist, 819 species have been documented

City Park continuously improves quality of life in the region by promoting inclusivity, protecting natural resources, and offering diverse park programming. As the stewards of the Park, the Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.



OUR WORK

Environment

As a large urban park, City Park mitigates the harmful effects of pollution, encourages biodiversity, helps to control temperatures and humidity, and is a haven for numerous animal and plant species. City Park Conservancy prioritizes natural habitats, native vegetation, and the historical elements of the Park.

Mental and Physical Health

The Park provides access to nature and promotes physical and mental wellbeing. City Park Conservancy fosters access to nature for improved wellness and quality of life. Offering expansive greenspace, bike and walking trails, athletic venues, and quiet reflection spaces, City Park is an ideal place to stay active, or to relax.

Social Connection

City Park is the people's park. City Park brings together neighbors and visitors of all ages, contributing to a sense of community, education, and fun. Cultural experiences including concerts, exhibitions, museums, markets, and art installations appeal to the diverse interests of guests and strengthen social connection.

Expertise and Impact

At City Park, our experienced employees care for over 1,300 acres of expansive green space and operate numerous cultural, recreational, and educational facilities. The Park team maintains landscapes, lagoons, historic trees, benches, buildings, playgrounds, and infrastructure—all enjoyed by over 16 million guests a year.

Memory Keeper

For over 170 years, City Park has been entrusted with the memories of our guests and community. These memories are enshrined in the trees and flora. From weddings to birthdays to family reunions, a first fish, or a first team win, City Park preserves the memories of generations past and offers an essential space for future generations.



OUR IMPACT

Who We Serve

In 2019, New Orleans City Park welcomed an estimated 3,206,300 unique visitors from around the country, with 2,470,920 of those visitors being from Louisiana.

The majority of its visitors 2,147,290 (67%) reside in Orleans, Jefferson, St. Tammany, East Baton Rouge, St. Bernard, and St. Charles Parishes of Louisiana. The average median household income among these six parishes is \$53,360, equating to an average of 17% of its residents living in poverty. Regionally, 24% of children below 18 years of age live in poverty.

City Park provides open space and recreation services for a large segment of the City, Metropolitan Area, and State of Louisiana's low and moderate-income population and serves a large number of both regional and city residents who are considered low- or moderate-income, living below the poverty line.

The Park provides access to green space, recreation opportunities, walking trails, playground adventures, and safe outdoor interactions. Research shows that these types of experiences improve physical and mental health.

Economic Impact

Operating City Park, which includes operating the Park's attractions, venues, and activities, has a direct impact on the local economy. In 2019, visitor spending in New Orleans generated \$2.9 billion in earnings and created over 105,000 jobs.³

The spending impact of City Park on the area economy consists of spending of the Park itself, spending of Park visitors, and Park entity spending. Total 2019 direct spending by the Park itself – salaries, benefits, local purchases, insurances, and capital upkeep equaled \$44 million. Total visitor spending, both local and out of area visitors, totaled \$240 million. The spending on attractions, venues, and activities in the Park, coupled with the secondary spending, totaled \$97 million.

The operations and activities of City Park support a total of 3,708 jobs in the New Orleans area.² Total visitor spending was determined by categorizing expenditures by lodging, restaurants, transportation, nighttime entertainment, shopping, recreation, and gambling. Visitation to state parks increased in New Orleans and statewide.³

¹. City Park is a very large, 1300-acre regional park. Attendance estimates must come from sources other than a direct count of visitors such as Estimated Visitor, Visitor By State and Visits By County data from the Quick Summary page on New Orleans City Park's AirSage Dashboard. This does not include international data.

². The Economic Impact of City Park on the New Orleans Economy Report, November 2013, Timothy Ryan, Ph.D.

³. Tourism Spending in Louisiana Parishes 2019 Report, Louisiana Dept of Culture, Recreation and Tourism and The University of New Orleans Hospitality Research Center, May 2020